PROBLEM

Breaking bad habits and addictions is tough; finding effective alternatives is a common struggle

SOLUTION

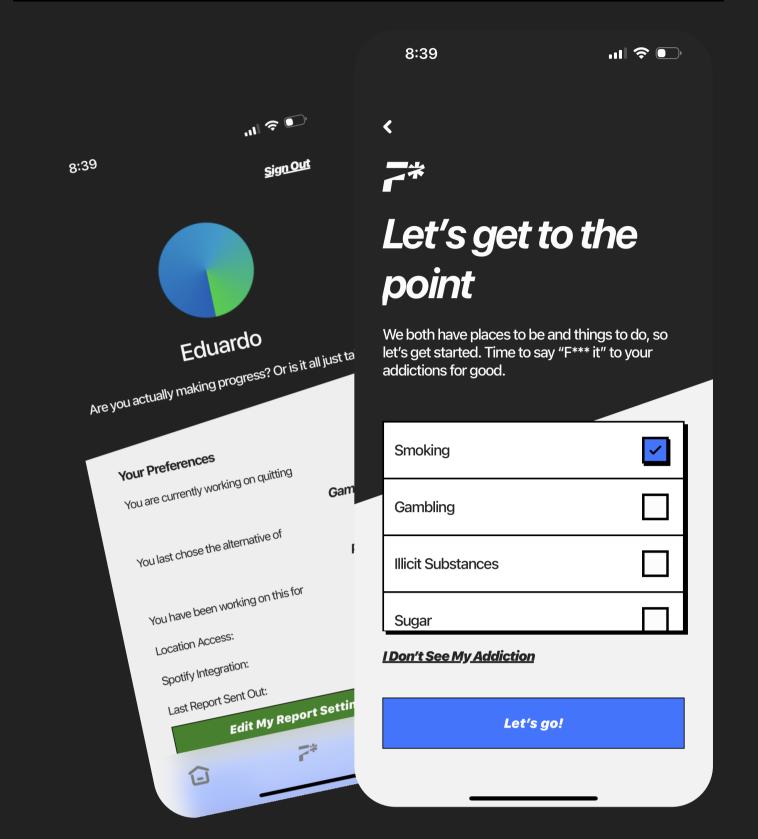
Empower users to break bad habits with personalized recommendations, share progress and build healthier lives

Ready to say

C****This?

Breaking bad habits has never been so tempting

KEY FEATURES



Select bad habit you want to replace

F***Smoking

something better?

How about we

replace it with

might work for you...

I want to replace

smoking with...

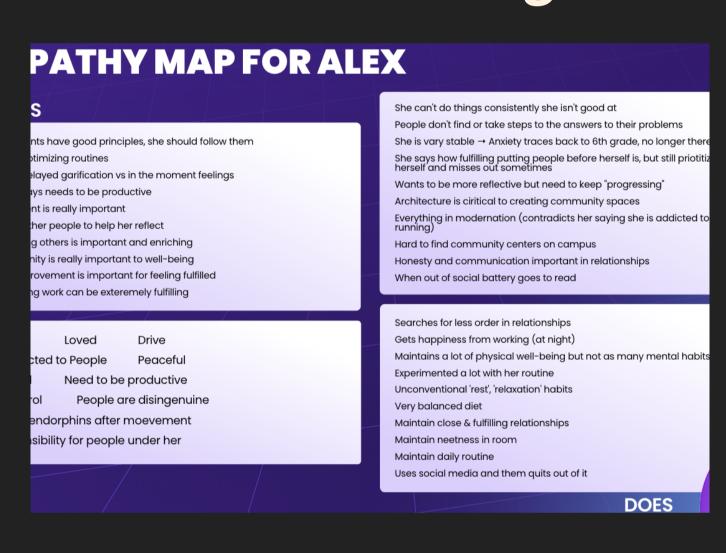
Enter your alternative habit

Type your custom alternative to smoking.

Do you have an idea?

DESIGN ITERATIONS

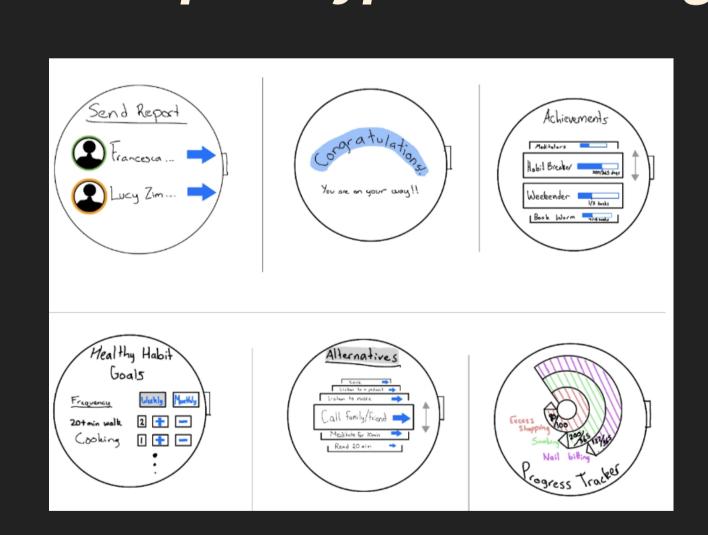
1. Need finding

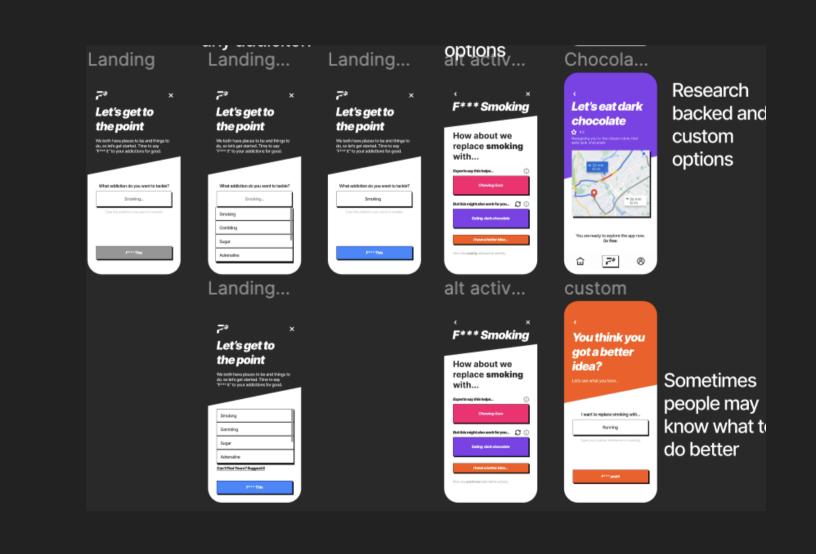


2. POV & HMW

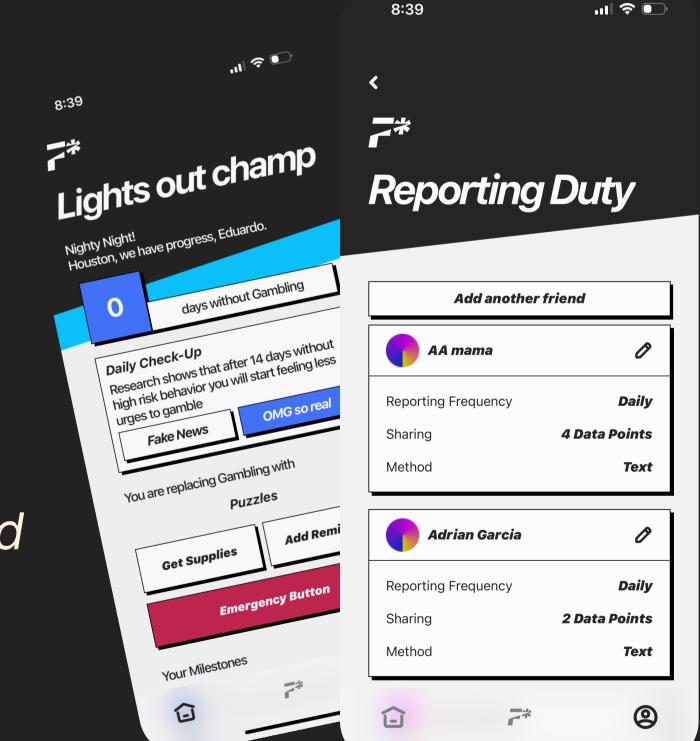


4. Med-fi prototype and testing 3. Low-fi prototype and testing



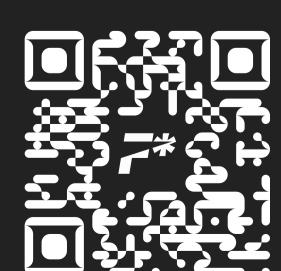


Receive personalized recommendations for new habits



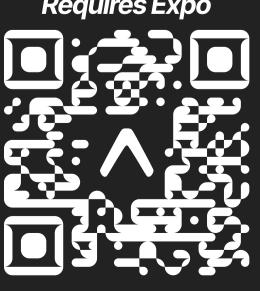
Share progress with accountability partners and





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Team: Eduardo Moreno, Lucy Zimmerman, Francesca Bottazzini, Tomas Cortes https://l.edm.sh/f-this